

**INDIANA ARTS COMMISSION
PUBLIC AWARENESS COMMITTEE**

**MAY 20, 2002
9:30 – 11:30 A.M.**

**IAC CONFERENCE ROOM, IGCS
INDIANAPOLIS, IN**

Jack Schriber, Chair

I. Welcome and Introductions

Mr. Schriber called the meeting to order at 9:30 a.m.

Committee Members present were: Jack Schriber, Will Clark, Jim Bodenmiller, Sandy Neale, Sandi Clark, Tina Connor, Jane Rulon, and Marie Hendrickson.

IAC Staff present: Dorothy Ilgen, Stephanie Croaning, Rex Van Zant, Polly Harrold, Shelley Caldwell, and Gayle Holtman.

Committee Members not present were: Joan David, Steve Tuchman, S. Leonard Pas, Kathy Beeler, and Kathy Solecki.

II. Approval of Meeting Agenda

The meeting agenda was approved by consensus.

III. Approval of March 15, 2002 Meeting Minutes

Minutes from March 15, 2002 were approved with minor revisions by consensus.

IV. Report on IAC Communications Activities

A. Report on IAC publications

The final draft of a general information brochure for the Regional Partnership Initiative is currently undergoing internal review. It will follow the general format of the IAC's general agency information brochure distributed in January.. In addition to the license plate postcards, we have developed a poster from the same design. 300 posters were printed. Arts Eye continues to be distributed to about 1,600 recipients. That mailing list grew by approximately 200 individuals who registered at the Broad Ripple Arts Fair to receive the service. Distribution of Commission Notes newsletter was recently expanded to include Regional Arts Partners and Indiana State Legislators as well as officials at the National Assembly of State Arts Agencies and the NEA. Development of the Regional Arts Partner media guide is continuing.

B. Report on IAC Web page development

The IAC's Web site development team and representatives from Access Indiana have met twice to discuss the Common Look and Feel redesign. The new design home page will borrow heavily from the agency logo colors, and will also incorporate the logo image from the Arts Trust license plate. An alternating image of artwork will be featured on the upper right corner of the home page. New content development continues with several staff members providing information from their respective areas of expertise. Access Indiana will assign a staff person to work full-time over the course of four to five days converting current, existing information to the new site.

C. Report on IAC license plate sales and marketing

The Indiana Bureau of Motor Vehicles recently released revised sales figures for the first quarter of this year. For the first three months of this year a total of 630 plates have

been sold, or an average of 210 per month. Cumulative sales since March of 2000 now total 3,400 plates generating a total revenue for the Indiana Arts Commission Cultural Trust Fund of \$85,000.

In place of the personal letters we sent last year, postcards are being used to thank customers for making 2001 a record sales year and for supporting the arts IN Indiana. License plate brochures and postcards were also distributed during the recent Broad Ripple Art Fair. In spite of heavy rains, an estimated 10,000 people attended.

V. Governor's Arts Awards

Due to budget constraints, the decision has been made return to internal planning and coordination of this event. In a recent conference call with Commissioners Jack Schriber, chair, and Lee Marks, vice chair, of the GAA Planning Committee, it was decided to move the date of the event to October 2003 and tie this in with the promotion of National Arts and Humanities Month.

The 2003 GAA Planning Committee will conduct its first official meeting later today. Representatives invited to join this committee include IAC Commissioners, representatives from the offices of the Governor and First Lady, Regional Arts Partner organizations, arts administrators, a former state representative, and community volunteer leaders.

One of the committee's first duties will be to set a date and location for the event. A potential site for consideration is the new Indiana State Museum at Whiteriver Gardens State Park in downtown Indianapolis. A representative from the State Museum has also graciously agreed to serve on the committee.

A self-mailer nomination form has been designed (in house) and will be reviewed by the committee. The goal would be to have the nomination form in circulation by mid-June with a nomination deadline date of September 30, 2002.

The IAC will once again request the Indiana Endowment for the Arts assist with some of the expenses related to the event. IAC has approximately \$10,000 identified to cover expenses related to the 2003 ceremony.

VI. Press Clip Report

A Fort Wayne newspaper was working on a story regarding funding of the arts in Indiana. A simple request for federal funding figures over a five-year period grew to a request for state and federal budget information and grant report data covering a period of 13 years. After research and reformatting by Stephanie Croaning, the information was submitted to the paper. Although there were some concerns regarding the intent of the investigation, what resulted was a reasonably detailed feature on Indiana's low ranking in per capita arts funding. Through distribution by Associated Press, the story was carried in more than 20 newspaper markets throughout the state.

Discussion about the accuracy of the press clip service took place. Many suggestions were explored.

VII. Old Business

There was no Old Business.

VIII. New Business

There was no New Business.

IX. Adjourn

The meeting adjourned at 10:55 a.m.